

**METHOD AND SYSTEM FOR REAL-TIME  
DETERMINATION OF A SUBJECT'S INTEREST LEVEL  
TO MEDIA CONTENT**

**ABSTRACT OF THE DISCLOSURE**

- 5           A system and method for unobtrusively detecting a subject's level of interest in media content, includes detecting to what a subject is attending, measuring a subject's relative arousal level; and combining information regarding the subject's arousal level and attention to infer a level of interest.